



Grasscycle! Clip your Waste

A San Francisco Bay Area Regional Campaign

Final Report

Submitted to the

**California Integrated Waste Management
Board**

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Prepared by the

Association of Bay Area Governments

Disclaimer

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Acknowledgements

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The 1999 Campaign was partially funded by a grant from the California Integrated Waste Management Board. Our project officer was Ken Decio.

The Association of Bay Area Governments, Dr. Eugene Leong, Executive Director, was prime contractor and provided matching funds. Project Manager was Terry Bursztynsky, P.E.

The local county campaigns were coordinated by:

- Bart Carr, contractor to Central Contra Costa Solid Waste Authority; Janet Schneider, Executive Director
- Kevin Miller from the City of Napa Public Works Department, and
- Catherine McCarthy, Solano County Department of Environmental Management.

The county campaigns' coordinating agencies contributed matching funds and labor. Additional contributions of matching funds, campaign promotion or lawnmower rebates were provided by the following:

- | | |
|---|---|
| • Bay Area Air Quality Management District | • City of San Ramon |
| • California Air Resources Board | • City of Orinda |
| • Pacific Gas and Electric | • City of Lafayette |
| • West Star, Inc. | • City of Walnut Creek |
| • Toro Company | • City of Antioch |
| • Bay Area Toro dealers | • City of Danville |
| • West Contra Costa Integrated Waste Management Authority | • City of Moraga |
| • Contra Costa County | • Upper Valley (Napa) Waste Management Agency |
| • City of Concord | • City of American Canyon |
| • City of Martinez | • City of Suisun |
| • City of Pleasant Hill | • City of Vacaville |
| • City of Pittsburg | • Val-Care Recycling |
| | • Browning Ferris Industries |

Chapter 1: INTRODUCTION

INTRODUCTION

Reduction of lawn clippings/grass waste from the municipal solid waste stream can help local jurisdictions achieve their state-mandated goal of a 50 percent reduction in their wastes sent to landfills. Grass clippings continue to be a large component of disposed organic waste. Grasscycling is recognized as an effective and low cost method to divert grass clippings from landfill disposal. Grasscycling offers residents the opportunity to benefit from this waste material in a cost-effective way.

The California Integrated Waste Management Board (CIWMB) awarded ABAG and our partners a grant to undertake an educational campaign for the 100 cities and nine counties of the San Francisco Bay Area, that was called “Grasscycle! Clip your Waste.” This campaign provided easily accessible Internet-based information for cities, counties, residents and landscapers. Local elected officials and recycling/solid waste staff of public agencies were directly targeted by presentations and mailed literature.

Also participating in this program, with county-level demonstration projects/campaigns were the Contra Costa Solid Waste Management Authority and their local partners: the West Contra Costa Integrated Waste Management Authority, and the cities of Concord, Martinez, Pleasant Hill, Pittsburg, and San Ramon. In the North Bay our participants included the County of Solano, County of Napa, Val-Core Recycling, the Upper Valley Waste Management Authority (UVA) and the Cities of Napa, American Canyon, Fairfield, Suisun, and Vacaville.

ABAG’s role was to conduct the region-wide information campaign and serve as contract coordinator. The local-level lead agencies were Central Contra Costa Solid Waste Authority (CCCSWA); City of Napa (Napa); and the Solano County Department of Environmental Management (Solano).

BACKGROUND

The nine Bay Area counties along with member communities and waste management agencies use a variety of programs and activities to help residents and businesses divert green waste from landfills. These activities range from public education programs on small scale and backyard composting, to curbside green waste collection and drop-off points. Although these activities divert sizable amounts of green waste, there is green waste that continues to be contaminated with other waste and then landfilled. Of course, the recycling of green waste that is performed requires significant capital investment in terms of land and facilities as well as ongoing collection and processing costs in the form of labor, trucks, and processing equipment. Funds for this are collected from citizens as taxes and user fees. Medium to large landscape contractors often are unaware of the potential offered by prevention strategies such as grasscycling. In many instances, large

generators such as schools, residential developments and business parks also have limited ability to use existing diversion programs and are generally unaware of grasscycling.

OBJECTIVES

ABAG Goals and Objectives

The goal of the ABAG program was to develop region-wide awareness of the potential benefits of grasscycling for waste reduction. Specific objectives included:

- Development of a permanent, Internet-based online resource of information about grasscycling methods, tools and benefits, which may be freely accessed by the nearly seven million residents of the Bay Area.
- Education of 100 percent of elected officials from 100 Bay Area cities and nine counties about grasscycling benefits.
- Conducting grasscycling demonstration projects aimed at increasing citizen participation in Contra Costa, Solano and Napa counties.
- Presenting the results of the demonstration programs in this project to the recycling community of the Bay Area.

Objectives of the Contra Costa Demonstration Project

The objectives of the Contra Costa Grasscycle! Clip your Waste Campaign were:

- To expose 90 percent of the target population to the need and benefits of grasscycling
- To raise awareness among 50 percent of the target population of Contra Costa County about the need, benefits, and methods of grasscycling.
- To encourage and assist 5 percent of the target population to initiate the practice of grasscycling.

The target population for this campaign was the 282,641 households in central, northern, and western Contra Costa County (ABAG 1998). This campaign planned to target at least one resident in each household of our target population.

Objectives of the Napa/Solano Demonstration Projects

The objectives of the Napa/Solano Grasscycle! Clip your Waste Campaign were to:

- Expose 90 percent of the single family detached (SFD) households of the target population to the need and benefits of grasscycling
- Raise awareness among 50 percent of the SFD households of the target population of Napa & Solano County about the need, benefits, and concept of grasscycling.

- Encourage and assist 5 percent of the SFD households of the target population to change their behavior and initiate the practice of grasscycling.

The target population for this campaign was the 129,775 SFD households in Napa and Solano County (CA Dept. of Finance, 1998).

Chapter 2: APPROACH

The Grasscycle! Clip Your Waste Campaign used a coordinated series of tasks to reach our objectives. The Campaign achieved some economies by sharing campaign literature and production of promotional material. Specific tasks conducted by each lead agency varied somewhat due to their county circumstances and their campaign approach.

All participating agencies viewed the Campaign as a public education and awareness effort. Thus, most of the labor and funds were assigned to those related tasks. A limited lawnmower exchange and rebate program was conducted in each of the three counties, primarily to attract the public's attention to the informational material. The exchange program collected used gasoline-powered lawnmowers and provided participants with \$150 rebates toward the purchase of new, electric battery-powered mulching lawnmowers. Solano also was able to provide a limited number of push reel-type lawnmowers to demonstrate that expensive equipment was not an absolute requirement for successful grasscycling.

The rebate programs were made possible by the financial support of

- The CIWMB
- California Air Resources Board (CARB)
- Bay Area Air Quality Management District (BAAQMD)
- Pacific Gas and Electric (PG&E)
- West Star Distributing, Inc.
- City of Napa
- Upper Valley Waste Management Agency
- Local Toro lawnmower dealers

The following program tasks are presented from the original work plan for the Campaign and are thus expressed in the future tense. Work plans are organized by lead agency.

PROGRAM TASKS

The ABAG role in this program is to provide program management and coordination, and to create region-wide awareness of grasscycling methods, tools and benefits. The following tasks are proposed to fulfill our objectives.

Task 01: Program Management and Administration. Developing and efficiently implementing the work plan and the budget are the responsibility of the program core-staff. Staff will administer contracts; approve invoices from sub-contractors; provide clerical and logistical support; organize meetings and distribute informational materials; and provide monthly financial reporting and budget assistance.

Products: preparation and implementation of work plan and budget; monthly accounting reports; quarterly and annual reports to funding agencies; administrative and staff support

of Advisory Committee meetings; meeting materials and summaries; contract management; decision memoranda; matching funds solicitation (such as from other regional programs/agencies); mailings; and other managerial support.

Task 02: Develop an Electronic Public Communication Process. ABAG will design and maintain, on ABAG's high speed Internet server, a publicly accessible Internet Web site for the overall grass recycling campaign. The Web site would make available to the public, on a 24-hour, seven days per week basis, all documents and activities of the demonstration projects. This would include project design, meeting agendas, public events, draft documents and final reports. Web-based messaging would allow the public to submit comments on draft documents and proposals electronically, and could reduce the distribution of such documents in hardcopy. Additionally, an email distribution list would allow public comments to be sent to all project participants in near-real time.

A private listserv program would be established for the use of the Committee for the exchange of ideas, notes, documents and communications. By using a project Web site, and the resources of the Internet, ABAG can significantly increase access to work under-development and participation by stakeholders in the local government, business and environmental communities.

A semi-permanent archive of campaign results, information and literature would be maintained by ABAG on the World Wide Web for several years, depending upon the continued relevance of the site documents.

Products: A designed and maintained Web site for all project materials on ABAG's Internet server, that allows for real-time feedback opportunities for the public, will be established for the duration of the campaign. An Internet-based archive of all documents will be made available to the public upon completion of this project. Internet-based communications lists will be maintained for the use of the project teams.

Task 03: Inform Elected Officials about Grasscycling. Successful, region-wide implementation of grasscycling programs will require the support of the elected officials in our 100 cities and nine counties. ABAG would undertake to inform our councilmembers and supervisors about the methods and benefits of grasscycling within their jurisdictions. Staff would make presentations before the ABAG Executive Board seeking formal agency endorsement of grasscycling programs and activities. Information about grasscycling would be included in ABAG Service Matters, our bimonthly periodical, and sent to all cities and counties in this region.

Products: This task would result in a presentation before the ABAG Executive Board, endorsement of grasscycling programs by ABAG, and informational material distributed to elected officials in 100 cities and nine counties.

Task 04: Inform Recycling Community about Program Results. ABAG would disseminate the results of the demonstration projects to public works, recycling and solid waste coordinators of the Bay Area local governments. This would be accomplished in a

half-day workshop held at the end of the program. Activities would include: arranging for speakers; preparing and distributing a workshop brochure with an estimated mailing of 800; arranging for an event facility; conducting workshop registration; and preparing handout materials.

Product: This task would result in one half-day workshop about grasscycling to be offered to Bay Area public works, recycling and solid waste personnel.

DEMONSTRATION CAMPAIGN PARTNERS' TASKS

Educational and awareness raising activities will help the Contra Costa and Napa/Solano Grasscycle! Clip your Waste campaigns expose residents to grasscycling, and assist many to adopt the practice of grasscycling. Developing awareness, and creating interest is the basis for instructing residents on how to grasscycle. This is why the campaigns have selected activities that will create new awareness and reinforce the message that grasscycling is a beneficial practice to adopt.

Outreach activities are efforts to bring information and instruction on grasscycling direct to the public. This component will use special event information tables, workshops, information distribution at composting workshops, a mulching mower rebate, grasscycling demonstrations and other activities to educate residents and supplement other awareness raising activities. Since many of these activities are interactive in nature, they will play an important role in influencing residents and others to begin grasscycling.

Contra Costa Demonstration Campaign Tasks

Task 05: Production of Grasscycling Brochures. The CIWMB grasscycling brochure, 10,000 copies, will be distributed at compost workshops, city/agency facilities, home improvement stores, lawn and garden equipment retailers, at garden clubs, and by volunteers at nurseries, special events and other appropriate locations.

Task 06: Use of Grasscycling Brochure Display Holders. Staff will obtain 500 display holders for grasscycling brochures and mower rebate coupons at distribution points.

Task 07: Articles/Announcements in local city, agency, and participating nursery newsletters. Staff will prepare articles, announcements, graphics or photographs promoting the benefits and practice of grasscycling and opportunities to learn more at local workshops or by viewing the grasscycling videotape.

Task 08: Grasscycle Bill Inserts. Staff will produce 10,000 billing inserts promoting grasscycling and the educational services offered by this campaign. Bill inserts will be provided to participating cities for inclusion with refuse billing or as an insert with city newsletters.

Task 09: Grasscycling Shelf Talkers. Staff will print 500 shelf talkers (shelf display tags) to promote grasscycling and local educational opportunities; for use in nurseries and home improvement stores.

Task 10: Grasscycling Demonstration Site Signage. Each city/agency participant will be asked to designate one or more lawn areas where grasscycling is practiced. Each city/agency will be provided with five 11x17 inch polyvinyl signs identifying their grasscycling demonstration sites and providing general information on grasscycling.

Task 11: Grasscycling Campaign Press Packets. Staff will prepare informational packets for distribution among local print media including press releases and examples of all campaign printed materials.

Task 12: Distribution of Grasscycling Videos to Local Libraries. Two grasscycling videos will be provided to each public library in the campaign area for display and loan to interested residents.

Task 13: Newspaper Advertisements. Staff will prepare and place eight display advertisements each month, in weekly and daily newspapers of the Contra Costa Newspaper Group, promoting the practice of grasscycling and local opportunities to learn about it.

Task 14: Grasscycling Videotape on local Cable Channel. The CIWMB grasscycling videotape will be played on the Contra Costa TV (CCTV), the local cable access channel, throughout the campaign period.

Task 15: Grasscycling Instruction in all compost workshops. Contra Costa County has three regional compost programs that conduct up to 60 workshops annually. Each workshop will include a 20-minute segment devoted to the benefits, instruction on how to grasscycle, and a questions/answer period. Informational brochures will be distributed for later reference.

Task 16: Distribution of Grasscycling Videos. The CIWMB will provide 500 copies of their grasscycling video for loan to permit in-home viewing by residents. Participants will be requested to return the videos for reuse. As previously mentioned in item #9, two copies will be provided to public libraries for display and loan.

Task 17: Grasscycling Demonstration and Photo Session. A grasscycling demonstration and photo event for local media will be held at Civic Park in Walnut Creek to begin the campaign. This event will include a side-by-side demonstration of lawn mowing using grasscycling and non-grasscycling methods. Campaign staff will be on-hand to introduce the demonstrations, describe the practice of grasscycling, its benefits, and answer questions.

Task 18: Special Event Information Tables. Campaign information and promotional materials will be displayed at information tables at the Spring and Fall Home & Garden Shows, Earth Day Festival, street fairs and other special events.

Task 19: Residential Grasscycling Demonstration Awards. The campaign will set aside funding for award of twenty lawn cuttings to demonstrate grasscycling. The demonstrations will be performed by local landscape contractors trained by campaign staff. Award of the demonstration cutting will be made by special drawings held in each region of the county. After all demonstrations have been performed, the residents will be surveyed to gain their observations on grasscycling. This information may be used in future articles or promotional pieces to promote grasscycling.

Task 20: Information Piece Distribution by Compost Network Members. The Home Composting For Busy People Program, funded by the CCCSWA and San Ramon, sponsors a "Compost Network" of volunteers who assist the program by promoting composting in their communities. These volunteers will be asked to assist the grasscycling campaign by passing out campaign brochures and other literature in their neighborhoods or at local nurseries and home supply stores.

Task 21: Mulching Mower Rebate. Sale of up to 200 electric-mulching lawnmowers (corded and cordless) with a proposed rebate amount of \$150.00 per mower. This program will begin in May 1999 and extend through September, or until all available rebates have been claimed. Rebate coupons will be distributed throughout participating communities and purchase will be made at local yard and garden equipment retailers. This activity will be used to test the demand for grasscycling mowers at discounted prices and to generate additional interest in the campaign. Residents who purchase the mower will be surveyed six months following their purchase to gather observations on grasscycling, the use of the mulching mower, and the rebate program.

Task 22: Mulching Mower Loaner/Demonstration. Eight electric- mulching lawnmowers of the same make/model sold in the rebate program will made available to residents and landscape contractors for a one-week trial basis.

Task 23: Program Implementation. Staff/contractor cost to implement and administer the campaign, including activity development, implementation, and budget management.

Task 24: Promotion and Education Piece Design. A graphic designer will be used to design and develop eye-catching promotional and educational pieces, including the program logo, modifications to the grasscycling brochure, newspaper display advertisements, shelf talkers, demonstration site signage, bill inserts, and special event signage.

Napa Demonstration Campaign Tasks

Task 25N: Production of Grasscycling Brochures. The CIWMB grasscycling brochure will be collected for local use with 2,000 copies distributed at compost workshops,

city/agency facilities, nurseries, home improvement stores, lawn and garden equipment retailers, garden clubs, special events and other appropriate locations.

Task 26N: Use of Grasscycling Brochure Display Holders. Napa County will display of grasscycling brochures and mower rebate coupons in 50 holders at distribution points.

Task 27N: Articles/Announcements in local City, Agency, and Participating Nursery Newsletters. Staff will prepare articles, announcements, and graphics or photographs promoting the benefits and practice of grasscycling and opportunities to learn more at local workshops or by viewing the grasscycling videotape.

Task 28N: Grasscycle Bill Inserts. Staff will design, produce and, with the aid of local refuse companies, distribute 27,000 - 3 " x 5" (1/3 of page) double-sided billing inserts promoting the concept of grasscycling as a pollution and waste prevention strategy.

Task 29N: Grasscycling Bill Flyers. Staff will produce and distribute 5,000 8 ½ " x 11" flyers for Upper Valley Waste Management Authority Customers (UVA includes communities in northern Napa including the communities of Yountville, St. Helena and Calistoga). Their current billing system does not allow for the standard 1/3-page inserts.

Task 31N: Grasscycling Demonstration Site Signage. Staff will select two high profile sites (e.g., Kennedy Park Golf Course, Municipal Golf Course and/or Queen of the Valley Hospital) where grasscycling is practiced. These sites will be provided one 11x17-inch polyvinyl sign to post at their site identifying them as a grasscycling demonstration sites and providing general information on grasscycling. These sites will also be referenced at the time of initial campaign press release & packets.

Task 32N: Grasscycling Campaign Press Packets. Staff will prepare and distribute informational packets among local print media including press releases and examples of all campaign printed materials.

Task 33N: Distribution of Grasscycling Videos to Local Libraries. Staff will obtain from the CIWMB two grasscycling videos to be provided to each public library in the campaign area for display and loan to interested residents.

Task 34N: Newspaper Advertisements. A 3"x5" display advertisement will be prepared and displayed in the Napa Valley Register to promote the practice of grasscycling and local opportunities to learn about it.

Task 35N: Radio Advertisements. In Napa, two weeks of 60-second radio spots will be purchased on the local radio station towards the end of March/early April time frame. These spots will compliment corresponding print advertisements to reinforce the pollution prevention value of grasscycling. These ads will also strive to educate the public to the fact that grasscycling is an overall turf management strategy and can be practiced with a traditional push mower as well as with more sophisticated power mulching mowers.

Task 36N: Grasscycling Instruction in all home composting/yardwaste prevention workshops. Napa County already supports and organizes a series of educational workshops. These workshops are intended to provide detailed person-to-person instruction on home composting and composting with worms as well as the practice of grasscycling. Each workshop will include a 15-20 minute segment devoted to the benefits and practice of grasscycling. Grasscycle brochures will be provided at these workshops for later reference.

Task 37N: Distribution of Grasscycling Videos. The CIWMB will provide 150 copies of their grasscycling video for loan to permit in-home viewing by residents. Participants will be requested to return the videos for reuse. As previously mentioned, two copies will be provided to public libraries for display and loan.

Task 38N: Grasscycling Demonstration/Photo Session/Kick-off. A grasscycling demonstration and photo event for local media will be held in Napa on April 3rd, 1999 to begin the campaign. This event will include a side by side demonstration of lawn mowing using a non-grasscycling mowing practice, grasscycling with a typical gas powered mower and grasscycling with an electric mulching mower. Campaign staff will be on-hand to introduce the demonstrations, and to describe the practice of grasscycling and its benefits.

Task 39N: Special Event Information Tables. Campaign information and promotional materials will be displayed at information tables at the Napa Business Showcase (March 2, 1999), selected Earth Day events, the Spring Napa Home & Garden Show (May 14th-16th), and other special events such as the Town & Country Fair in Napa (August).

Task 40N: Grasscycling Posters with stands. Napa will use 8 polystyrene-backed posters for use at visible public settings (e.g., City Hall), composting workshops, selected dealer locations, and at special events settings. Solano County will produce the posters.

Task 41N: Mulching Mower Rebate. Staff will organize the sale of up to 160 electric-mulching lawnmowers (corded and cordless) with a proposed rebate amount of \$150.00 per mower. This program will be conducted at the Home and Garden Show in April 1999.

Task 42N: Mulching Mower Loaner/Demonstration. The use of two electric-mulching lawnmowers (one dealer and one display model) of the same make/model sold in the rebate program will be made available to residents and landscape contractors for a one week trial basis to help overcome myths and concerns surrounding grasscycling.

Task 43N: Implementation and Outreach. Staff from the City of Napa will implement and administer the campaign, including activity development, implementation, and budget management.

Task 44N: Promotion and Education Piece Design. Because of the tight timelines and in-effort to maintain cost-effectiveness, much of the graphic design will be shared by the three county programs. Napa has designated \$825 in the budget to offset the cost of working with Central Contra Costa County's professional designer. This should help to assure a more consistent visual look across the region and would include items such as the program logo, modifications to the grasscycling brochure, newspaper display advertisements, shelf talkers, demonstration site signage, and stickers for selected mulching lawnmowers.

Solano Demonstration Campaign Tasks

Task 25S: Production of Grasscycling Brochures. The CIWMB grasscycling brochure will be used with 5,000 copies distributed at compost workshops, city/agency facilities, nurseries, home improvement stores, lawn and garden equipment retailers, garden clubs, special events and other appropriate locations.

Task 26S: Use of Grasscycling Brochure Display Holders. Staff will obtain 200 holders for display of grasscycling brochures and mower rebate coupons at distribution points.

Task 27S: Articles/Announcements in local City, Agency, and Participating Nursery Newsletters. Staff will prepare articles, announcements, graphics or photographs promoting the benefits and practice of grasscycling and opportunities to learn more at local workshops or by viewing the grasscycling videotape.

Task 28S: Grasscycle Bill Inserts. Staff will produce, print and distribute 137,000 - 3 " x 5" (1/3 of page) double-sided billing inserts promoting the concept of grasscycling as a pollution and waste prevention strategy. These inserts will be included with local refuse bills.

Task 30S: Grasscycling Shelf Talkers. Staff will produce and distribute, for use in nurseries and home improvement stores, 2,000 shelf talkers (shelf display tags) to promote grasscycling and local educational opportunities.

Task 32S: Grasscycling Campaign Press Packets. Staff will prepare and distribute informational among local print media including press releases and examples of all campaign printed materials.

Task 33S: Distribution of Grasscycling Videos to Local Libraries. Two CIWMB grasscycling videos will be delivered to each public library in the campaign area for display and loan to interested residents.

Task 35S: Radio Advertisements. Staff will prepare 60-second radio spots to be purchased on, or donated by, the local radio station towards the end of March/early April time frame. These spots will compliment corresponding print advertisements to reinforce the pollution prevention value of grasscycling. These ads will also strive to educate the public to the fact that grasscycling is an overall turf management strategy and can be

practiced with a traditional push mower as well as with more sophisticated power mulching mowers.

Campaign activities - Outreach activities -

Task 36S: Grasscycling Instruction in all home composting/yardwaste prevention workshops. Solano County already supports and organizes a series of educational workshops. These workshops are intended to provide detailed person-to-person instruction on home composting and composting with worms as well as the practice of grasscycling. Staff will present in each workshop, a 15-20 minute segment devoted to the benefits and practice of grasscycling. Grasscycle brochures will be provided at these workshops for later reference.

Task 37S: Replication and Distribution of Grasscycling Videos. Staff will distribute 350 copies of the CIWMB grasscycling video in a loan program to permit in-home viewing by residents. Participants will be requested to return the videos for reuse. As previously mentioned, two copies will be provided to public libraries for display and loan.

Task 39S: Special Event Information Tables. Campaign information and promotional materials will be displayed at information tables at selected Earth Day events.

Task 40S: Grasscycling Posters with stands. Solano County has the in-house capability to produce 28 polystyrene-backed posters for use at visible public settings (e.g., City Hall), composting workshops, selected dealer locations, and at special events settings. Solano County will use 20 posters and sell 8 posters to the City of Napa.

Task 41S: Mulching Mower Rebate. Sale of up to 160 electric-mulching lawnmowers (corded and cordless) with a proposed rebate amount of \$150.00 per mower. This program will begin in April 1999 for both Napa and Solano and extend through May in Solano. Rebate coupons will be distributed throughout participating communities and purchase will be made at local yard and garden equipment retailers.

Task 42S: Mulching Mower Loaner/Demonstration. Electric, mulching lawnmowers of the same make/model sold in the rebate program will be made available to residents and landscape contractors for a one week trial basis to help overcome myths and concerns surrounding grasscycling. Solano will use six mowers (four dealerships and two display models).

Task 43S: Implementation and Outreach. Substantial staff time from the City of Napa and County of Solano will be contributed as an in-kind match to implement and administer the campaign, including activity development, implementation, and budget management.

Task 44S: Promotion and Education Piece Design. Because of the tight timelines and in-effort to maintain cost-effectiveness, much of the graphic design will be performed in-house by Solano County. Solano's contribution will include production of garbage bill

inserts/flyers and development of grasscycling posters. Napa has designated \$1500 in the budget to offset the cost of working with Central Contra Costa County's professional designer. This should help to assure a more consistent visual look across the region and would include items such as the program logo, modifications to the grasscycling brochure, newspaper display advertisements, shelf talkers, demonstration site signage, and stickers for selected mulching lawnmowers.

DEMONSTRATION CAMPAIGN EVALUATION

An independent evaluation would be conducted by the CIWMB for the effectiveness of the grasscycling campaigns. Local staff will also monitor performance of selected activities to determine if the program is meeting its goals.

Campaign Activity Evaluation

Although a separate evaluation methodology will be developed by the CIWMB for campaign-wide measurement of effectiveness, Contra Costa and Napa/Solano campaign staff will also monitor performance of selected activities to determine if this program is meeting its goals. Program activities that will be included in our evaluations are as follows:

Reference Task 8 - Articles/Announcements in local City, Agency, and Participating Nursery Newsletters. Newsletter articles and announcements will include offers for informational literature on grasscycling, promotion of the workshop, coupons for the demonstration award or other items that will initiate a response. Response will be monitored to determine which campaign activities in newsletters generated the greatest response.

Reference Task 13 - Newspaper advertisements will include offers for informational literature on grasscycling, promotion of the workshop, coupons for the demonstration award or other items that will initiate a response. Response will be monitored to determine program activities generated the greatest response.

Reference Task 15 - Grasscycling Instruction in all Compost Workshops. Workshop effectiveness will be measured by the number of individual attending and their response to questions regarding instruction effectiveness in the workshop evaluation.

Reference Task 16 -Replication and Distribution of Grasscycling Videos. The number of grasscycling videos issued and returned will be recorded. Evaluation response from video viewers will also be recorded and analyzed.

Reference Task 18 - Special Event Information Tables. Special event information tables at the Contra Costa Earth Day Festival and Spring and Fall Home & Garden Shows will attract hundreds of individual to the program's booth featuring informational materials and displays on grasscycling. The number of individuals visiting the booth will be recorded. The number of individuals requesting information, a free video, or signing up for a workshop also will be recorded.

Reference Task 19 - Residential Grasscycling Demonstration Awards. The number of residents entering this contest to win a free grasscycling demonstration in their own yard will be recorded. Once the winners have been selected and served, each will be surveyed to gain their opinion on grasscycling for future promotional use.

Reference Task 20 - Information Piece Distribution by Compost Network Members. Each network volunteer participating in information distribution will be surveyed to determine the number of brochures distributed, and the level of interest encountered.

Reference Task 22 - Mulching Mower Loaner/Demonstration. - Residents or businesses borrowing the mulching mower loaner unit will be asked to fill out an evaluation. These evaluations will help determine the effectiveness of this activity and the borrowers' opinion on grasscycling.

Reference Tasks 25N&S - Grasscycling Instruction in Compost Workshops. Workshop effectiveness will be measured by the number of individual attendees.

Reference Tasks 34N&S - Newspaper Advertisements. Newspaper advertisements may include offers for informational literature on grasscycling, promotion of the workshops, or other items that will initiate a response. These responses will be noted and can be verified by the independent evaluator.

Reference Tasks 35N&S -Radio Advertisements. The popular response to our kick-off/media be an indication of the effectiveness of this outreach from and may also be verified by the independent evaluator. Number of call-ins to the radio station could also be noted.

Reference Tasks 37N&S - Replication and Distribution of Grasscycling Videos. -- The number of grasscycling videos issued and returned will be recorded. Evaluation response from video viewers will also be recorded.

Reference Tasks 39N&S - Special Event Information Tables -- Special event information tables at the Napa Home & Garden Show and Earth Day events should attract hundreds of individuals to a booth featuring informational materials and displays on grasscycling. The number of individuals attending the event will be noted. The number of individuals requesting information, a free video, or signing up for a workshop will also be noted.

Reference Tasks 42N&S - Mulching Mower Loaner/Demonstration -- Residents or businesses that borrow the mulching mower loaner unit will be asked to fill out an evaluation. These evaluations will help determine the effectiveness of this activity and the borrower's opinion on grasscycling.

GRASSCYCLE PROGRAM SCHEDULE

All schedules presented here reference the time period of February 1999 through December 1999.

ABAG Tasks

March 1999 through December 1999

- Program Management and Administration

March 1999

- Develop initial Grasscycling Campaign web site

April 1999 through December 1999

- Maintain Grasscycling Campaign web site and add elements as program develops

August or September 1999

- Present Grasscycling Campaign information to ABAG Executive Board of elected officials
- Prepare and distribute Grasscycling Campaign information to elected officials using the ABAG Service Matters periodical

December 1999

- Organize and conduct a one-half day workshop for the Bay Area recycling community, presenting the results of the Grasscycling Campaign

Contra Costa Campaign Timeline

March

- Purchase brochure display holders
- Provide info piece design guidelines to graphic designer
- Request grasscycling videos from CIWMB
- Identify Workshop venues
- Begin to organize the lawnmower rebate activity with TORO Rep
- Schedule newsletter article publication
- Reserve booth space for spring Home & Garden show and Contra Costa Earth Day
- Review draft information pieces and go final
- Print Grasscycle brochures
- Secure Workshop venues - schedule the workshops
- Finalize agreement with TORO for lawnmower rebate program
- Begin training of landscapers for use in demonstration award
- Begin recruitment of network volunteers to distribute information pieces
- Schedule display ads in local newspapers

April

- Begin distribution of brochures and holders
- Begin monthly ad campaigns in local newspapers
- Coordinate grasscycling demonstration and photo session in Walnut Creek
- Write program introduction press release and assemble press packet
- Distribute videos to local libraries

- Begin running grasscycling video on local cable access channel
- Initiate grasscycling workshop
- Special events- Earth Day and Home & Garden Show
- Purchase and station demo mulching mowers in each sub-region of the program area

May

- Release Press Packet
- Continue articles/announcement in local newsletters
- Grasscycling demonstration and photo session in Walnut Creek
- Distribute demonstration site signage to each city for display
- Begin lawnmower rebate program
- Initiate demo loaner activity
- Continue monthly ad campaigns in local newspapers
- Begin network volunteers distribution efforts in neighborhoods and stores
- Spring drawing for 10 x grasscycling demonstration awards
- Continue grasscycling workshop
- Special Event- Crow Canyon Gardens Spring Festival

June

- Check distribution rate for brochures
- Continue grasscycling workshop
- Continue articles/announcement in local newsletters
- Continue lawnmower rebate program
- Continue demo loaner activity
- Continue network volunteers distribution efforts in neighborhoods and stores
- Special Event- Danville Summer Festival
- Special Event- Heather Farms Anniversary Festival

July

- Release mid-campaign press packet
- Continue grasscycling workshop
- Continue monthly ad campaigns in local newspapers
- Continue network volunteers distribution efforts in neighborhoods and stores
- Mail out additional brochures as required
- Continue demo loaner activity
- Continue articles/announcement in local newsletters
- Special Event- Lafayette 4th of July Fair

August

- Continue grasscycling workshop
- Continue monthly ad campaigns in local newspapers
- Continue articles/announcement in local newsletters
- Continue network volunteers distribution efforts in neighborhoods and stores
- Mail out additional brochures as required
- Continue demo loaner activity

September

- Release autumn press packet
- Continue grasscycling workshop
- Continue monthly ad campaigns in local newspapers

- Continue network volunteers distribution efforts in neighborhoods and stores
- Continue demo loaner activity
- Continue articles/announcement in local newsletters
- Check distribution rate for brochures
- Issue new copies of demonstration site signage to each city
- Autumn drawing for 10 x grasscycling demonstration awards
- Secure booth space for the Fall Home & garden Show
- Special Event- Moraga Community Day
- Special Event- Danville Street Fair

October

- Continue grasscycling workshop
- Continue monthly ad campaigns in local newspapers
- Continue articles/announcement in local newsletters
- Continue network volunteers distribution efforts in neighborhoods and stores
- Continue demo loaner activity
- Conduct review of activity response and evaluations
- Special Event- Fall Home & garden Show
- Special Event- Orchard Fall Festival

November

- Complete program review

January

- Presentation at regional workshop

Napa/Solano Campaign Timeline

March

- Purchase brochure display holders
- Provide information piece design parameters to graphic designer
- Request grasscycling videos from CIWMB
- Identify workshop venues and specific dates for workshops
- Begin to organize the lawnmower rebate activity with West Star Distributing
- Produce garbage bill inserts.
- Reserve booth space for Napa/Solano Home & Garden show
- Review draft information pieces and go final
- Print Grasscycle brochures
- Secure Workshop venues - schedule the workshops
- Finalize agreement with West Star Distributing (TORO) for lawnmower rebate program
- Develop, schedule, and begin to run display ads in the Napa Valley Register.

April

- Release press packet
- Begin distribution of brochures and holders
- Begin monthly ad campaigns in local newspapers
- Radio Ads run on Napa radio station
- Coordinate grasscycling demonstration/photo session with local dealer
- Begin lawnmower rebate program.

- Write program introduction press release and assemble press packet
- Distribute videos to local libraries
- Begin running grasscycling video on local cable access channel
- Initiate grasscycling as part of composting workshops
- Initiate demo loaner activity
- Earth Day events
- Purchases and station demo mulching mowers in each sub-region of the program area

May

- Continue articles/announcement in local newsletters
- Distribute posters to each city and dealer for display
- Continue grasscycling workshop

June/July/August/September/October

- Check and continue distribution rate for brochures
- Continue grasscycling as part of composting workshops
- Continue demo loaner activity
- Release program update press packet

November

- Conduct review of activity response and program evaluations

December 1999

- Presentation at regional workshop

Chapter 3: CAMPAIGN MATERIALS DEVELOPMENT

INTRODUCTION

The Bay-Delta “Grasscycle! Clip your Waste” campaign is primarily a public education and outreach effort. Objectives of this campaign, for all participating agencies, were to expose the population to the need and benefits of grasscycling, to raise awareness of the target population, and to stimulate a portion of the population into implementing grasscycling practices.

Key ingredients of the campaign include the campaign literature, advertisements, and fliers explaining and promoting grasscycling. In the interests of efficiency and expediency, the participating agencies agreed to share campaign materials design and development to the greatest extent possible. Variations in the literature primarily reflected the slightly different approaches to campaigning adopted by the participants, and the geographic and timing difference among the counties. For example, a newspaper advertisement about a lawnmower rebate program would usually have common text among the counties, but would reflect differences in addresses, dates and contact persons.

This chapter will present samples of campaign materials developed and used in this project. When materials are substantially the same for the participating counties, they are so noted. When materials are significantly at variance, samples of each kind are provided.

CAMPAIGN MATERIALS

The campaign materials developed for this project can be generally classified into the following categories:

- Logo
- Press releases
- Posters
- Refuse bill inserts
- Hang tags and “shelf talkers”
- Radio public service announcements
- Grasscycling training video, and
- Demonstration site signs

The campaign materials will be presented in their relevant categories. The following categories of materials are presented in a subsequent chapter, Campaign Promotion and Advertisement.

- Newspaper articles
- Newspaper advertisements

- Newsletter articles, and
- Radio advertisements

Logo

The following logo was developed for the 1999 Bay-Delta grasscycling campaign:



This logo could be reproduced in two colors, green and black on white, or grayscale on white, depending upon the needs of the project.

Many of the campaign materials were posted on the ABAG web site at <http://grasscycle.abag.ca.gov>. This web site was created with the expectation that its information would be valid for a long time, potentially exceeding the duration of a single campaign project. It also is possible that future campaigns would wish to distinguish themselves using new or different logos. For this reason, a separate logo was developed and applied to the online web site, ensuring continuity across multiple future campaigns. This online logo is presented below:



The grasscycle web site continues to be used into the 2000 Campaign. New material is being added and old material discarded. In order to provide reference documents for the 1999 campaign, the 1999 grasscycle web site has been archived at the following address, <http://grasscycle.abag.ca.gov/grass-archive/grass/> and may be reached with any browser.

Press Releases

Press releases were written to highlight specific events and locations associated with the Grasscycling Campaign. Appendix A includes press releases from Solano County announcing grasscycling activities associated with Earth Day and a press packet highlighting mulching mower rebates in Solano County. A Contra Costa press release informs the press about a mow-off contest featuring elected officials mowing for speed using a typical bagging lawnmower and an electric mulching mower. The press release included a basic grasscycling fact sheet. A joint press release from Napa and the Bay

Area Air Quality Management district promoted the lawnmower rebate/trade-in to improve air quality.

Posters

Posters were created for Napa and Solano counties. The posters, nearly identical in each county, used shared design elements and article reprints. The Napa posters were displayed at the annual Napa Valley Expo. The Solano posters were part of information tables at various Earth Day events in the county. Appendix B is a photograph of one typical display poster.

Refuse Bill Inserts

Grasscycling is first and foremost a method and a program to reduce municipal solid waste generation and disposal to landfills. Refuse bills are sent to each property owner contributing waste through the local collection system for disposal in those landfills. The Bay-Delta Campaign produced refuse bill inserts as a means of reaching the widest possible audience with our message about grass recycling. Samples of the inserts are presented in Appendix C. The inserts were not prepared in time to meet the billing mailing for the Upper Valley Disposal Service in St. Helena. A self-mailing brochure was prepared for the customers of that service and is also included in Appendix C.

Hang Tags and “Shelf Talkers”

The focus of the mulching lawnmower rebate program in Solano and Contra Costa counties was the distribution of mowers and rebates through a local dealer network. The two county campaigns shared in the design of grasscycling information hang tags (for attachment to display and new mowers) and “shelf talkers” (to be placed in counter-top display holders at the dealer establishments). Appendix D contains samples of these items.

Radio Public Service Announcements

Radio Public Service Announcements (PSAs) are a very cost-effective method of advertising programs and events. Such announcements are broadcast by radio station personnel at various times of the day, at no charge, as a public service required by a station’s FCC license. Attachment E contains two typical samples of text prepared for grasscycling PSAs.

Grasscycling Training Videos

Grasscycling training videos, developed by the CIWMB, were offered to the Bay-Delta Campaign at no charge. Each county effort loaned the videos to the public directly from campaign staff and/or through public libraries. The videos were also played to attendees of local composting workshops and on community access channels of local cable television systems. Appendix F shows a sample (from the Contra Costa program) video

evaluation card, video instruction page, and newspaper article noting cable television air times.

Demonstration Site Signs

Each county level campaign endeavored to enlist public property managers to adopt grasscycling and demonstrate the results to the public. Signs placed on grasscycled lawns alerted the public to notice how well such lawns could look. Appendix G is a photograph of a sign in-place. The three county campaigns shared the production of the signs, which were applicable across the region.

Chapter 4: CAMPAIGN PROMOTION & ADVERTISEMENT

INTRODUCTION

The campaign promotion and advertisement materials were shared to a large extent among the three county programs. Thus, there is considerable overlap among the materials with regard to content. However, each county campaign developed their own emphasis and included localized information about names, dates, location and incentives.

The promotion and advertisement materials and efforts included in this chapter consist of the following:

- Newspaper articles and placement
- Newspaper advertisements and placement
- Newsletter articles and publishers
- Radio advertisements

The materials presented in this chapter are grouped by kind and placement schedules are immediately included.

Newspaper Articles

Appendix H contains copies of campaign text submitted to newspapers and newsletters in the anticipation that articles would be published in support of the Grasscycle Campaign.

The text for newspaper articles was submitted to local commercial newspapers for consideration for publication. One news article resulting from this effort, The Napa Valley Register published on Wednesday, April 7, 1999, with an article about the mower trade-in at the Napa Valley Exposition, is included. This low level of response suggests that newspapers would find other topics more newsworthy for printing and that staff efforts might be redirected to other activities. A copy of the Napa Valley Register is included in Appendix H.

Newspaper Advertisements

Paid newspaper advertisements are a guaranteed way to ensure publication of information about a grasscycling program. Appendix I contains samples of advertisements and advertising material developed for the Bay-Delta Campaign. Note that, again, the content from county to county remains similar, with variations primarily due to local dates, places and times.

The schedule of publication of newspaper advertisements is presented in Table 1.

Table 1: Schedule of Newspaper Advertisements

County	Publication	Dates (1999)
Contra Costa	Contra Costa Newspapers (Contra Costa Times, West County Times, Valley Times)	April 22 June 4, 11, 16, 18, 25, 30 July 2, 10, 16, 21, 25, 30 August 4, 6 September 3, 8, 9, 17, 23 October 1, 6, 7, 15, 21
Solano	Vacaville Report River News Herald Vallejo Times Herald Benicia Herald Fairfield Daily Republic Dixon Tribune Dixon Independent Voice Contra Costa Newspapers	July 10, 11 July 7, 14, 30 July 10, 11, 12 July 9, 11, 13, 27 July 10, 11 July 7, 9, 11 July 7, 14 July 15
Napa	Napa Valley Register	April 3-8

Newsletter Articles and Publishers

The Grasscycle Campaign had considerably more success publishing promotional articles in local government newsletters. Campaign staff prepared the newsletter copy and submitted it to various agency editors. Appendix J begins by presenting the actual text submitted for newsletter publication. Following the text are samples of newsletter articles that appeared during the 1999 campaign. One can note that the articles contained the same basic message as other campaign materials. Newsletter articles were a feature of the CCCSWA campaign.

Newsletter articles supporting the Grasscycling Campaign appeared in the following publications:

Table 2

	Publication	Issue
Contra Costa	San Ramon (city) Newsletter CCCSWA “Diversions” Walnut Creek Nutshell Crow Canyon Institute “The Garden Pleasant Hill “Outlook” Contra Costa County “Clips” Concord “City News” Lafayette “Vista” Hercules “Herculean”	Fall 1999 Spring, Summer, Fall 1999 April/May 1999, July/August 1999 Fall 1999 July/August 1999, August/September 1999 September 1999 June/July 1999 July 1999 Summer 1999 Spring 1999 Spring 1999 Summer 1999
Region-wide	ABAG “Service Matters”	January/February 2000

Radio Advertisements

The Napa and Solano campaigns used a lawn-mower rebate program to attract the attention of the public. These opportunities were promoted through radio advertisements in addition to the standard print media. In Napa, 60-second radio spots were purchased on the local radio station (KVYN 99.3/KVON 1440 in Napa) for ten days in April for a total of 44 spots. Also included were 12 “live” commercials, a two-hour live remote broadcast at the April 10th Napa Valley Expo exchange event, and five morning weather interviews. A copy of the 60-second advertisement is presented in Appendix K.

Solano County purchased 30 radio advertisements in April and 70 in May promoting the grasscycling and lawnmower trade-in at four local yard-equipment dealerships. The county received an additional 13 free spots in April and 28 free spots in May. The radio ads were placed with KUIC 95.3 FM in Vacaville. Text for the Solano ads is available in Appendix K.

Chapter 5: SUMMARY OF OUTREACH ACTIVITIES

INTRODUCTION

In the Bay-Delta “Grasscycle! Clip Your Waste” campaign, the electric mulching mower rebate offers were a minor effort, designed primarily to attract public attention. The public education outreach activities were far more comprehensive and entailed a varied, multi-pronged approach. These activities included grasscycling instruction workshops; distribution of the CIWMB’s grasscycling video; special event information tables; rebates on the sale of mulching mowers; demonstrations and photo sessions for the media; promotion on local cable channels; mulching mower loaner and demonstrations; Internet-based grasscycling information; presentations to elected officials; and a regional grasscycling workshop for local government grasscycling coordinators.

Previous chapters presented the development and placement of advertising materials and campaign literature to the public. This chapter discusses the actual events and forums where the campaign materials were used. The 1999 Campaign took place “on the : Napa, Solano, and Contra Costa. Additionally, there was a Bay Area-wide outreach campaign using the materials and experiences of the county efforts. For clarity of presentation, the outreach activities, which varied somewhat among the participating agencies, are organized by county.

NAPA COUNTY OUTREACH ACTIVITIES

The Napa campaign was organized and led by the City of Napa Public Works Department. It was distinguished by its single event mower exchange and radio publicity. Following is a description of outreach activities in Napa County.

Grasscycling Literature Distribution

The Napa Campaign designed, printed and distributed two separate bill inserts related to grasscycling during the course of the campaign. One (Grasscycling/Mower Event, Appendix C) was double sided with one side describing the basics of grasscycling and the second side describing the April 10th mower trade-in event. The second insert (yardwaste prevention program, Appendix C) described a series of ten “yardwaste prevention workshops” to be offered in the Napa sub-region. Grasscycling was a major component of these workshops. For both printing jobs, 27,000 bill inserts were printed with 25,000 inserted and mailed out in refuse bills while 2,000 were left for distribution at events, information tables, workshops, and for residents without access to refuse bills. The refuse bill inserts were mailed to all customers of Napa Garbage Service (City of Napa), Napa Valley Disposal Service (South Napa County) and American Canyon Disposal Service (City of American Canyon).

The Napa Campaign designed, printed and distributed a stand-alone mailer for Upper Valley (citizens in the northern part of Napa County including residents of Yountville, Calistoga, St. Helena, Deer Park, Angwin, and Napa County unincorporated). The northern part of Napa County is administered by the Upper Valley Disposal Service (UVDS). UVDS bills cannot accommodate bill inserts (they are cards), so the promotion had to be in the form of flyers which could be sent as stand-alone, separate pieces of mail. The Upper Valley Waste Management Authority paid for this mailing as a local contribution. The combined cost for printing and graphic design was reimbursed by the City of Napa to UVWMA, with the City of Napa acting as the lead agency for the sub-region.

The CIWMB supplied 2,000 copies of a color brochure about grasscycling to the Napa campaign. This brochure was mailed out in response to citizen requests and also was distributed at special events and yardwaste prevention workshops described later in this report.

Grasscycling Information Displays

Polystyrene-backed posters, Appendix B, visible at public locations, were produced by Solano County staff and placed by Napa staff. In Napa, four such posters were used at City Hall, Napa Power Equipment, Napa Public Works, and Napa County Environmental Health Department. The posters were observed and read by visitors to those locations.

Distribution of Grasscycling Video

The CIWMB provided 50 copies of the agency-produced grasscycling video to the project coordinator. Each local library received two copies of these videos for use as loanable references. Additionally, the videos were shown at ten home composting/grass recycling education workshops.

Using the Airwaves

In Napa, 60-second radio spots were purchased on the local radio station (KVYN 99.3/KVON 1440) for ten days (April 1, 1999 through April 10, 1999) for a total of 44 spots. Also included were 12 “live” commercials, a two-hour live “remote” broadcast at the April 10th exchange event, and 5 “morning weather” interviews conducted by the Napa County Grasscycling Campaign Coordinator, Kevin Miller. It was felt that paid advertisements or interviews placed with large regional radio stations would be lost among many news events. The Napa stations are listened to by Napa residents and grasscycling information placed with those stations reached a targeted audience. Even though Napa County was targeted, program staff were able to achieve a radio interview with the show "Trash Talk" on KCBS (a major Northern California radio station), and live coverage on KCBS during the morning commute of Saturday, April 10, 1999 (the day of the mower trade-in event).

Demonstration Programs

The Napa program originally envisioned using two electric-mulching mowers as one-week loaners to residents and landscape contractors in order to help overcome concerns about grasscycling. The Napa campaign modified the original loaner concept because of various liability/maintenance concerns. Instead, the City of Napa (as the lead agency) purchased two cordless, electric-mulching lawnmowers of the same make/model as those sold in the rebate program, and one reel push-mower. One of the electric-mulching mowers was gifted by the City of Napa to the Town of Yountville in Napa County. Yountville's Public Works Department made a commitment to use the mulching mower at public sites to help demonstrate the inherent advantages of grasscycling versus the bagging of grass clippings. Yountville officials and citizens have been given very positive reports on the impact of grasscycling in their community and were given a "demo" sign to help publicize their efforts. The remaining "demo" mowers (one electric and one push-mower) were utilized at a number of special events and yardwaste prevention workshops to help citizens visualize the range of tools and impacts related to the practice of grasscycling.

The Napa Campaign used two signs announcing the practice of grasscycling, provided by the CCCSWA. One was given to the Town of Yountville Public Works Dept., for posting near the library and one was used for a time at Napa City Hall. Both areas were practicing grasscycling at the time of posting.

Direct Outreach at Workshops

The Napa sub-region supported, organized and implemented a series of ten educational workshops. These workshops were intended to provide detailed person-to-person instruction on home composting and composting with worms, as well as the practice of grasscycling. Each workshop included a 15-20 minute segment devoted to the benefits of and practice of grasscycling. In fact, the City of Napa purchased a TV/VCR to show the entire CIWMB video on grasscycling. Over 500 Napa County residents attended these workshops.

Special Events

Campaign information and promotional materials were displayed at Napa Business Showcase (March 2, 1999), the Connolly Ranch Earth Day event (April 24, 1999), the Napa/Solano Home & Garden Show (March 14-16, 1999) and the Town and Country Fair (August 10-11, 1999). One hundred ninety-two people took home information on grasscycling (all four events combined). Campaign information was also presented at the Napa Valley Expo (April 10, 1999) in conjunction with a lawnmower exchange event discussed below.

Mower Exchange and Mulching Mower Rebate

Napa staff, along with help from the various other agencies such as Community Focus, the Bay Area Air Quality Management District and Napa/Solano Commuter Information, held a one-day event on Saturday, April 10, 1999 at the Napa Valley Expo. Initially, sufficient funds were available to supply eighty \$150 rebates to Napa County residents on a first-come, first served basis. Residents were required to exchange a gas-powered lawnmower to receive rebate on a cordless, mulching electric lawnmower made by Toro. The residents' old mowers were not even required to be in good working condition. The retail price of the Toro mower is \$369.95 and the \$150 rebate amounted to a 40% saving on the purchase price. The event was tremendously successful and all the rebates were assigned within the first hour of the event. The success of the event spurred the California Air Resources Board to supplement their funding to the Napa sub-region and subsequently 30 additional rebates were offered by a local dealer (Napa Power Equipment). This brought the total number of rebates to 110. The West Star Inc. contribution of \$35 per mower was given directly to the local dealer and therefore the government subsidy totaled \$115 per mower. Sponsoring organizations and agencies included the Bay Area Air Quality Management District, the CIWMB; the California Air Resources Board; West Star Distributing, Inc.; Pacific, Gas & Electric; the City of Napa; and the Upper Valley Waste Management Agency.

The Napa work plan originally included some type of mower comparison media event. With the permission of the CIWMB staff, the Napa Valley Expo mower exchange and rebate served as the Napa media event. This was quite successful as evidenced by the previously reported news coverage on KCBS radio.

SOLANO COUNTY OUTREACH ACTIVITIES

The Solano Campaign closely paralleled the Napa Campaign except that Solano did not use a single-event mower exchange but instead offered the same mower rebates through local garden equipment dealers.

Grasscycling Literature Distribution

Solano County designed and printed 39,000 refuse bill inserts that briefly discuss grasscycling and announce the mower exchange and rebate program. The refuse bill inserts were mailed to residents and businesses in the cities of Vacaville and Dixon.

The CIWMB provided to Solano County 3000 copies of their brochure about grasscycling. This brochure was mailed to citizens upon request and was distributed at information booths at special events in the county. Also, brochures were provided to mower dealerships, landscapers, landscape/garden shops, and cities.

Grasscycling Information Displays

Solano County produced 10 freestanding tabletop posters about grasscycling. These posters were displayed at the four dealerships involved in the mower exchange and rebate programs, in public areas in County offices, at special event information booths, and at the Solano Mall.

Grasscycling Videos

Solano County received 200 grasscycling informational videos from the CIWMB. They were distributed in the following manner:

- Two videos went to each of nine county libraries.
- 30 videos were sent to mower dealerships, landscape stores/nurseries and landscapers.
- Approximately 20 videos were sent to local agencies and cities—some of which passed them onto their landscaping/parks maintenance staff.
- One video was allocated for viewing at composting/recycling workshops.
- Ten videos were loaned upon request to the general public.
- The balance of the videos will be used in the 2000 campaign.

Radio Interviews

Solano County purchased radio advertisements for the grasscycling program with KUIC-FM, a local station. Thirty advertisements were purchased in April and 70 in May. The program received 13 free advertisements in April, 28 in May and one radio interview.

Demonstration Mowers

Solano did not include demonstration use of loaner mowers in their campaign.

Demonstration Signs for the Public

Solano received two signs announcing a grasscycling demonstration site from the Contra Costa program. The signs were displayed in the cities of Benicia and Dixon.

Presentations at Workshops

Solano held 12 composting workshops throughout the county. A portion of the program was dedicated to grasscycling and the CIWMB video was played. Attendance at the workshops ranged from five to 35 persons.

Grasscycling/composting workshops were held at the county fair in July. Attendance averaged 30 persons per workshop, in ten county fair workshops.

Displays at Special Events

County staff attended about 35 special events ranging from community fairs to farmers' markets. Contacts with the public at those events ranged from 50 to several hundred persons. When the information display was not at an event, it was placed, unstaffed, at city hall and library lobbies. The grasscycling pamphlets provided by the CIWMB also were distributed at these events.

The Mower Exchange Program

Solano County provided rebates for 76 electric battery mulching mowers at the participating dealerships. Rebates were sponsored by the CIWMB, Bay Area Air Quality Management District, Pacific Gas and Electric, California Air Resources Board, West Star, Inc. (Toro mower distributor), and the Toro company. The rebates of \$150 per mower were the same as in Napa and Contra Costa County.

Solano staff had observed that old-fashioned reel push mowers also are great mulching mowers. In an effort to get the public to consider this alternative, the Solano County campaign held a raffle for 10 reel push mowers at the County Fair in July. People who entered the raffle, at no charge, received their raffle tickets at the grasscycle information display at the County Fair or at a composting/grasscycling workshop.

CONTRA COSTA COUNTY OUTREACH ACTIVITIES

The Contra Costa County Grasscycle Campaign was led and coordinated by CCCSWA. The Contra Costa effort was unique in that it involved numerous city newsletters in the promotion of grasscycling and the lawnmower exchange and rebate program was conducted solely through local dealers. Contra Costa did not employ a major event-related rebate effort.

Grasscycling Literature Distribution

The CCCSWA did not distribute the CIWMB grasscycling brochure but did create their own folding one-page brochure, Appendix L, based upon the state's information. Six thousand, five hundred copies of the CCCSWA brochure were distributed for this campaign. The majority of these brochures were placed in brochure display holders, purchased for this project, and supplied to local nurseries, home supply retailers and city/agency facilities. The distribution of the brochures was as follows:

- 2,400 total to the cities of Concord, Martinez, Pittsburg, Pleasant Hill and San Ramon, and Contra Costa County
- 2,000 to the West Contra Costa Integrated Waste Management Authority (West County)
- 600 to CCCSWA member agency city desks, libraries and home composting nursery centers

- 700 to lawnmower dealers and other retail stores
- The balance were distributed at events and as samples

The distributed brochures were accompanied by a total of 157 brochure holders, distributed to the same organizations receiving brochures.

The CCCSWA, in partnership with the City of San Ramon, sponsor a “Compost Network” of volunteers who promote composting in their communities. These volunteers assisted the grasscycling campaign by passing out the brochure in their neighborhoods, local nurseries and home supply stores. The volunteers assisted the program in April, May and June of 1999.

The CCCSWA originally proposed to print 10,000 refuse bill inserts about grasscycling. However, there was a strong demand for the inserts from cities and agencies that wanted to use the inserts as a primary way to promote grasscycling and the campaign in their communities. As a result, 120,000 billing inserts were printed and distributed to residents in San Ramon (12,000), Pittsburg (15,000), West County (61,500), residents served by Browning Ferris Industries in Martinez, Pleasant Hill and unincorporated county (27,500), and other residents in the county (1,000).

Finally, 250 shelf talkers (small information cards, Appendix D), explaining the benefits of mulching mowers, were printed and distributed to local nurseries and home supply stores. These cards were intended for placement near lawnmower equipment displays or other lawn products. The original work plan anticipated a printing of 6,000 shelf talkers; however, in light of the large distribution of the CCCSWA brochures and other discussions with stores, fewer shelf talkers were printed. Recipients of the shelf talker cards were the cities of Concord, Martinez, Pittsburg, Pleasant Hill, San Ramon, Contra Costa County, West County, Navlet Stores, lawnmower dealers, and the balance were handed out as samples.

Distribution of Grasscycle Video

The CCCSWA delivered 23 grasscycling videos, produced by the CIWMB, to the Contra Costa Public Library. The videos were packaged and labeled in individual cases. The library staff catalogued the videos and distributed one to each library in the countywide system.

An additional 225 videos were set aside for direct loan to the public. As of the end of December 1999, the video was requested 179 times. This video will continue to be loaned to the public in 2000 and subsequent campaign years.

Presentation on Local Cable Television

Napa and Solano Counties engaged in a significant radio-based advertising campaign for grasscycling. The CCCSWA chose to try a cable television approach. One copy of the CIWMB grasscycling video was provided to Contra Costa Television, the public information channel operated by Contra Costa County. Contra Costa Television estimates that 50 percent of its potential audience actually watches their programs occasionally. The video was aired on the cable channel on the following dates: May 20 and 25; June 7, 14, 21, and 28; July 7; August 23, 30; and September 14, 28.

Demonstration Programs

The Contra Costa campaign was started with a media event and kick-off demonstration. Elected officials were invited to comparison mow grass in a public park using a battery-powered mulching mower and a gas-powered bagging mower. This event was held on May 5, 1999 at Civic Park in Walnut Creek, and the mowing “race” featured the mayors of Orinda and Lafayette, and a Contra Costa County Supervisor. The media event was well received by attendees and elected officials.

Signs announcing the use of grasscycling practices on demonstration sites were printed and distributed to participating agencies and organizations as follows:

- Six each to the cities of Concord, Martinez, Pittsburg, and Pleasant Hill
- Twelve to the City of San Ramon
- Six to Contra Costa County
- Four each to the Parks and Recreation Departments of Danville, Lafayette, Moraga, Orinda, and Walnut Creek
- Two to Solano County
- Two to the Napa Campaign
- One for display at events

The Contra Costa campaign planned to award 20 free lawn cuttings to demonstrate grasscycling. The public was provided entry tickets in newspaper advertisements and on the grasscycle web site. Three drawings of ten winners each were held during the late spring-summer mowing season.

Five county residents actually took advantage of their winnings and had their lawns mowed and mulched by PROGRASS Landscape Care and Design.

Three electric battery mulching mowers were purchased by the Contra Costa campaign for demonstration tryouts by residents and landscapers. Interestingly, the mowers were requested only five times during the campaign. These mowers will be used in the 2000 campaign.

Direct Outreach at Workshops

The Contra Costa County program included the use of existing compost workshops to deliver information about grasscycling. These workshops were held in West County (Richmond, San Pablo and Pinole) and Central County (Walnut Creek, Danville, Orinda, San Ramon, Pleasant Hill, Martinez, Concord, Pittsburg, Antioch, Moraga, Lafayette and unincorporated areas). Through December 1999, twenty-seven workshops included presentations and information about grasscycling. The CCCSWA grasscycling brochures were distributed at these events.

Special Events

Special public events related to gardening or the environment provide an opportunity to inform a targeted audience about grasscycling. Napa County actually used a County Fair, the Napa Valley Expo, to conduct their mower exchange and rebate program. Contra Costa efforts were solely the distribution of grasscycling literature, information and techniques. Special event information tables were established and used at the Contra Costa Home and Garden Show, Contra Costa Earth Day Festival, Crow Canyon Gardens Spring Festival, and Concord (Main) Post Office Earth Day Fair. Between 800 and 1000 brochures were distributed at these events.

Mower Exchange and Mulching Mower Rebate

The CCCSWA proposed and implemented a mower exchange and rebate program for 200 new electric mulching law mowers. The entire exchange program was conducted at three garden supply stores where participants brought in their old gas-powered mowers and received instant rebates on the new ones. As in Napa and Solano counties, mowers originally priced at \$369.95 were sold for \$219.95. The program began in May and was completed by July. Local financial support for the mower rebate program came from the Bay Area Air Quality Management District, the California Air Resources Board and Pacific Gas and Electric. Additional price discounts were provided by West Star Distributors and local Toro dealers. Subsequent additional funding from the ARB enabled the campaign to rebate an additional 36 mowers. The hazardous fluids in the old mowers were emptied by dealers and the machines were sent to a scrap metal salvager.

ABAG OUTREACH ACTIVITIES

In the 1999 Bay-Delta Grasscycle! Clip Your Waste Campaign ABAG served as the project coordinator. ABAG's role also included region-wide dissemination of campaign information. This was to be accomplished through the following mechanisms:

- A publicly accessible Internet web site for the grasscycling campaign.
- Presentation to Bay Area local government elected officials about the benefits of recycling.
- A workshop to inform the Bay Area recycling community about our program results.

Using the Internet for Outreach

In April 1999, shortly after the Grasscycle! Clip Your Waste Campaign began, ABAG created an Internet web site for public information about grasscycling. The current URL for this web site is <http://grasscycle.abag.ca.gov>. Appendix M is the opening or “home” page of our 1999 campaign. The grasscycle campaign materials for 1999 have been moved to a new archived location at <http://grasscycle.abag.ca.gov/grassarchive/grass/> where the material in this report is now referenced. The current grasscycle web site has changed to accommodate the 2000 grasscycle campaign. As most places on the web, the grasscycle site is a changing, dynamic resource, accommodating new information, links and circumstances.

The Bay-Delta Grass Recycling Program web site presented the objectives of the campaign, program participants, instructions to the public on how to participate and how to grasscycle, and reference links to other Internet-based grasscycling resources. The 1999 site, and the currently active site, also presented copies of printed campaign materials for the benefit of recycling coordinators in other counties and even other states. The grasscycle web site was visited an average of 300 times per month.

Finally, the web site provided email access to each project coordinator. The public was encouraged to contact the representative in their county with questions or comments about the program.

Informing Elected Officials

The ABAG bimonthly newsletter, Service Matters, is sent to all elected officials, city managers and county administrators in the Bay Area, which adds up to 100 cities, nine counties and over 600 issues. The January 2000 issue contained an article promoting grasscycling and explaining the 1999 programs in Napa, Solano, and Contra Costa counties. A copy of this article is included as Appendix N and was also posted on the ABAG web site.

The ABAG Executive Board, which meets bimonthly, includes 45 representatives from cities and counties and governs ABAG activities, programs, services and contracts. At the January 20, 2000 meeting of the Executive Board, the ABAG grasscycling project coordinator presented a report detailing the activities and accomplishments of the 1999 Bay-Delta Grasscycling Campaign.

Grasscycling Workshop

The final ABAG outreach activity of the 1999 campaign was to present the results of our effort to the Bay Area recycling community. In fulfillment of this requirement, ABAG sponsored a one-day workshop on grasscycling held on January 19, 2000. A copy of the workshop program is provided as Appendix O.

The Grasscycle workshop presented results of the county campaigns, the CIWMB's future grasscycling plans, facts about grasscycling, a presentation from the San Bernardino grasscycling program, and the air quality benefits of using electric mulching mowers. Six hundred invitations were sent to recycling coordinators and activists in the Bay Area. Actual attendance at the workshop was 30 persons. The discussions were lively and enthusiastic and possible applications of grasscycling in other counties of the region were positively received.

Chapter 6: ASSESSMENT AND RECOMMENDATIONS

PROGRAM EXERCISE

The 1999 Bay-Delta “Grasscycle! Clip Your Waste” campaign relied upon three methods to reach our target population. The first was a general broadcast and distribution of grasscycling information through radio advertising, TV cable, newspaper advertising and city newsletters. These approaches offer the widest possible distribution of the grasscycling information among the general population. The target population of the county campaigns was 423,000 households in Contra Costa, Solano and Napa counties. The shotgun approach of using popular media maximizes the chance that each household would be exposed to the grasscycling campaign. Unfortunately, there is little assurance that newspaper readers would notice an advertisement on a certain page on a certain day, hear a radio advertisement on a specific station at a specific time, or choose to watch a cablecast grasscycling video during television sweeps week. The method with the greatest reach has, inherently, the lowest assurance of a connection. The 1999 campaign produced scores of advertisements across the three basic media.

The Internet web site produced for this campaign included lawn mower rebate information, grasscycling tips and educational material, and sample campaign material for use by other public agency recycling coordinators. This web site received an average of 300 visits per month. Thus in a 12-month period, there were over 3,600 visitors. It is difficult to determine the locations from which these visitors arrived, and many could have come from outside California. Fortunately, there is a degree of permanence to the grasscycling web site. Long after campaign brochures have been discarded, the web site continues to make grasscycling information available to the public.

The second generalized approach was the targeted distribution of campaign literature. An example of this method is the inclusion of grasscycling literature in refuse service bills, where there is greater assurance that as long as a household pays its bills, someone will notice the included literature. This method can expose people to grasscycling with great certainty but without the assurance that the reader is inclined or motivated to pay attention.

A variation of the targeted approach is the distribution of literature through gardening centers and lawnmower dealers. In this case, a specific household does not receive the message, however, one can presume that persons browsing the lawn care sections of garden stores may be more motivated to read about or consider grasscycling. This program distributed several thousand brochures to stores and public buildings.

The third and most direct method of educating and converting the public to grasscycling is the person-to-person approach. In the 1999 Campaign, this approach worked in two ways. First, campaign staff distributed literature at public events directly to potential grasscyclers.

Thus, 2,000–3,000 thousand persons were given and accepted grasscycling literature and instructions at county fairs, local expositions, and gardening/composting workshops. It is expected that this audience would be receptive to the concept of grasscycling.

The second direct approach used in our campaign was the exchange of old lawnmowers for significant rebates on new, mulching mowers. Because of the support of the BAAQMD and CARB for the rebate program, the vast majority of new lawnmowers provided during this campaign were electric battery powered (an additional 10 reel push mowers were given away in raffles). This mower exchange and rebate program almost guarantees that 442 newly converted households will practice grasscycling, at least for the life of the lawnmower.

Invariably the method with the greatest assurance of compliance, mower exchange/rebate, had the highest per household cost of \$150 in direct expenses, plus advertising and staff labor costs. The presentations at workshops or public events, presumably to a receptive audience, cost approximately from \$0.65 to \$2.30 in labor expense per person reached (\$23/workshop with 10–35 attendees), with no certainty that grasscycling would result.

The distribution of targeted literature, in refuse bills or at garden centers, had an approximate cost of \$0.015 in direct expenses (plus staff labor and design and donated mailing services) per recipient. At this level there is less assurance that the literature even would be read.

The wide-area broadcast of grasscycling information has the potential to reach many households at a cost on the order of \$0.001 per household (based upon ad costs and newspaper readership in the CCCSWA campaign. However, this method gives the least assurance that the information would be noticed or read. Additionally, tracking the hit or awareness rate becomes very difficult. In the instance of a grasscycling web site, at least the number of page views can be counted, but it is hard to determine exactly where in the country the visitors reside.

The wide variation in numbers of persons requesting the free use of the grasscycling video are indicative of the difficulties of measuring some kind of campaign success rate. Solano reported ten videos were requested for loan by the public while CCCSWA reported 179 requests. No record was made of video loans by the public libraries.

The low number of mulching mower loan requests in Contra Costa, only five, and the low redemption rate of a free mowing, five of 30 winners, would at least suggest that this portion of the campaign was not as effective as had been hoped.

In Contra Costa, each video was sent with an evaluation card. Of the 179 requested videos, 31 evaluation cards were returned. Of those 31, 13 respondents indicated they were already grasscycling, 14 were motivated to begin and 11 said they would share the video with a neighbor. The cost of mailing the 179 videos was \$221.96, with a per-person-reached cost of approximately \$1.30. If we assume that one-third of the videos

were shared, then the per person cost drops to \$0.93; in both cases comparable to the unit cost of workshop presentations.

The high level of donated services makes the precise calculation of relative costs and benefits of campaign activities a difficult task. When a city newsletter prints an article about grasscycling as a donation, does that imply that future campaigns would be similarly treated? Or would future campaign costs rise to reflect charges for newsletter articles? Similarly, there is difficulty in assessing effectiveness of a campaign. When a grasscycling advertisement is printed in a newspaper, or presented on cable television, how many persons read or hear the information and how many act on it? To answer this question, we now turn to the J. D. Frantz survey, discussed below.

PUBLIC SURVEY

The CIWMB commissioned a public survey about grasscycling awareness and practices in the three campaign counties. The survey was conducted by J. D. Frantz Research, Inc. Key elements of that survey, conducted before and after the 1999 campaign, are discussed here.

The results of the survey were mixed, with some grasscycling awareness indicators improving after the campaign and some actually decreasing. On the positive side, awareness of the word “grasscycling” increased but by only a few percentage points. Understanding of the meaning of the word “grasscycling” decreased, and the number of persons responding that they had not heard anything about grasscycling increased. In the Bay Area counties, there was a small reported increase in the number of households grasscycling (+2.7%) and the number of households placing cut grass in recycling containers for collection (+3.2%). This was matched by an equally small decrease in households throwing grass in the trash (-2.7%) or giving it to a lawn service for disposal (0.3%).

An inherent problem with the J. D. Frantz survey, due to budget constraints, was the small sample size. The households contacted in the Bay Area and the respective margins of error were:

- Contra Costa 204 6.86%
- Napa 102 9.7%
- Solano 102 9.7%

Clearly the margins of error are larger than the changes in survey results. Based upon the survey, it is not possible to state with certainty whether the 1999 campaign achieved significant positive results.

RECOMMENDATIONS

While the survey results could be called inconclusive, it is difficult to overlook the enthusiasm and support evidenced by persons directly contacted by the campaign

participants. Additionally, a campaign to achieve widespread changes in the public's habits and practices cannot hope to accomplish those changes in the period of one campaign summer. The benefits to the State of increased grasscycling cannot be ignored.

The following recommendations would help resolve the uncertainties present at this time and would continue progress in the reduction of grass clippings going to landfills.

1. Grasscycling campaigns should continue to be supported. Changes in the public's habits come slowly.
2. Future grasscycling campaigns should include a third-party survey of awareness and implementation. The survey should be funded adequately so that the sample size could be increased and the margin of error reduced below the levels of change expected from one campaign.
3. Grasscycling campaigns should be conducted in a more focussed manner with greater control over variables. When campaigns share multiple common methods and vary in only a few, it is hard to assess which outreach methods are cost effective. It is recommended that future pilot campaigns be limited in outreach methods to just one or two per county. This could provide a solid basis for assessing the cost benefit ratio for each approach.
4. County-level grasscycling campaigns need a device to attract the attention of the public to grasscycling information. The distribution of rebates and price cuts appeals to persons on the verge of purchasing new equipment and can attract their attention to the campaign message. Such rebate programs should be continued as an adjunct to a comprehensive education campaign.
5. The CIWMB should expand its support for low-end solutions to grasscycling. New mulching blades for existing lawn mowers or reel push mowers cost less than the rebate on electric battery mulching mowers, and could appeal to a large segment of lower income households which are not able to afford a \$219 purchase cost.
6. Grasscycling campaigns should limit the resources expended on developing campaign materials. There is a large element of commonality in grasscycling messages. Therefore, local campaigns could concentrate resources on delivering the information by using campaign materials previously developed and funded by the CIWMB. Significant benefit accrued to the 1999 Campaign from the use of literature and videos supplied by the CIWMB.